GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

STARRED QUESTION NO:387
ANSWERED ON:20.08.2001
HOLIDAY PACKAGES PREPARED BY INDIAN AIRLINES
DUMPA MARY VIJAYAKUMARI;K.H. MUNIYAPPA

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether the Indian Airlines has prepared holidays packages for promoting its business as well as tourism in the country;

(b) if so, the details thereof;

(c) whether the Indian Airlines has signed Memorandum of Understanding (MoU) with State Governments in this regard; and

(d) if so, the names of the States and details of the MoUs signed with them?

Answer

THE MINISTER OF CIVIL AVIATION (SHRI SHARAD YADAV)

(a),(b),(c) and (d): A statement is laid on the Table of the House.

STATEMENTIN REPLY TO PARTS (a), (b), (c) AND (d) OF THE LOK SABHA STARRED QUESTION NO.387 FOR 20.8.2 REGARDING HOLIDAY PACKAGES PREPARED BY INDIAN AIRLINES

(a) and (b): Yes, Sir. The details of holiday packages are given at Annexure.

(c) and (d): Indian Airlines has signed MoUs with Rajasthan Tourism Development Corporation(RTDC)and Department of Tourism, Government of Kerala to join hands in taking initiative in promoting tourism. The details are as follows:-

Memorandum of Understanding with the Rajasthan Tourism Development Corporation (RTDC)

1. Indian Airlines will tie up with various hotel properties including `Heritage Hotels` and `Palace on Wheels` in Rajasthan through RTDC to formalize holiday packages and sleepovers.

2. RTDC will assist in ensuring best ratesbeing offered to Indian Airlines by the respective property and transport operator in developing packages/sleepovers. These rates will be exclusive to Indian Airlines and not offered to any other airlines operating on the common routes.

3. RTDC will appoint Indian Airlines as its GSA subject to executing GSAagreement at all foreign stations where Indian Airlines has an office.

4. Indian Airlines will develop packages to Rajasthan through RTDC, with Palace on Wheels/Heritage Hotelsas a central attraction. Indian Airlines and RTDC will jointly promote these packages in India and abroad.

5. Whenever packages/sleepovers will be formalized, Indian Airlines will include RTDC logo in the promotional material produced by it. Similarly, in RTDC produced promotional material, Indian Airlines and Alliance Air logos will be displayed.

6. Indian Airlines will distribute RTDC produced promotional material such as posters etc.for prominent display at its own offices and in its travel agencies.

7. RTDC will make all arrangements in connectionwith launch of packages. RTDC and Indian Airlines in the mutually agreed proportions will share cost of all such promotions.

Memorandum of Understanding with the Department of Tourism, Government of Kerala

1. Indian Airlines will tie up with various hotel properties in Kerala through Department of Tourism, Government of Kerala, to formalize holiday packages and sleepovers.

2. Department of Tourism, Government of Kerala will assist in ensuring best rates being offered to Indian Airlines by the respective

property owner in developing packages/sleepovers. These rates will be exclusive to Indian Airlines and not offered to any other airline operating on the common routes.

3. Department of Tourism, Government of Kerala will appoint Indian Airlines as its GSA at all foreign stations where Indian Airlines has an office.

4. Indian Airlines, through Department of Tourism, Government of Kerala will develop special packages to Kerala viz. Health Packages with `Ayurvedic Therapies` and `Backwater Packages` as central theme. Indian Airlines and Department of Tourism, Government of Kerala will jointly promote these packages in India and abroad.

5. Whenever packages/sleepovers will be formalized, Department of Tourism, Government of Kerala will include Indian Airlines and Alliance Air logos in the promotional materials produced by it. Similarly, in Indian Airlines produced promotional material Department of Tourism, Government of Kerala logo will be displayed.

6. Indian Airlines will distribute Department of Tourism, Government of Kerala produced promotional materials such as posters etc. for prominent display at its own offices and in its travel agencies.

7. Department of Tourism, Government of Kerala will make all arrangements in connection with the launch of packages. Department of Tourism, Government of Kerala and Indian Airlines in the mutually agreed proportions will share cost of all such promotions.

Future plans: Indian Airlines has made offers of similar nature to the Tourism Departments of the State of Karnataka, Andhra Pradesh, Tamil Nadu, Gujarat and Assam.

Annexure

EXISTING HOLIDAY PACKAGE OFFERED BY INDIAN AIRLINES

Indian Airlines has tied up with select hotels at various tourist destinations to provide value add-ons to the passengers.

- Sleepover package: Giving special rates to Indian Airlines Ltd. passengers with the following hotels: Siddharth and Vasant Continental and The Park at Delhi, Holiday Inn and Hotel Ambassador at Mumbai, Hotel Hindustan International and The Park at Calcutta, Radha Park Inn at Chennai, Hotel Ashok and Hotel Atria at Bangalore (Valid till 30th Sept., 2001).

- Kerala Packages: Tie up with Taj Group of Hotels, Casino Group Hotels and Alex Resorts. (Valid till 30th Sept., 2001).

- Holiday package with Majorda Beach Resort, Whispering Palms, Cidade-de-Goa and Leela Place Hotel in Goa offer reasonable rates for 3 nights/4 days stay and includes air fare, sight seeing (Valid till 30th Sept., 2001).

- Bodhgaya Holiday Package: Tie up with ITDC (Ashok Bodhgaya). Offers reasonable rates for 3 days/2 night stay and sightseeing of Nalanda, Rajgir (Valid upto 31st March, 2001).

- Jammu Holiday Packages: Tie up with Hotel Asia, Hotel KC Residency and M/s. Nidhish Travels for Helicopter Service (Valid till 30th Sept., 2001).

- Srinagar Holiday Package: Tie up with Hotel Grand Palace Intercontinental in Srinagar for 2 nights/ 3days package (Valid till 30th Sept., 2001).

- Health Package (Fitness Flyaway): Tie up with Kairali Health Resort for an ayurveda fitness packages ranging from 8 days/7nights to 15 days/14 nights depending on the programme selected (Valid till 31st December,2001).

- Rajasthan Holiday Package: Tie up with various star Hotels at Jaipur, Jodhpur and Udaipur for 4 nights/5 days package with 2 circuit option Delhi-Jaipur-Jodhpur-Delhi and Delhi-Jaipur-Udaipur-Delhi Package (Valid till 30th September,2001).